

## Mp3 24/7 - Love Life Changes



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soul, r&b southern soul, hip hop soul 12 MP3 Songs URBAN/R&B: Soul, URBAN/R&B: R&B Pop Crossover Details: THE MUSIC, THE LIFE, THE GROOVE Music and media are forever changing the lifestyles that we live and enjoy. We don't have time to compensate for the absence of love and the pursuits of happiness. Being only human, we usually resort to listening to our favorite musical group or song that captures how we feel at the moment or that represents the utopic way we desire to live. The music industry welcomes the dynamics of diversified lifestyles that cater to the record buying audience. It's simply because the dynamics result into the discovery of a new sound, concept and recording artist that represents the way most of the planet feels. The group, "24/7," has done exactly that and their signature sound has every listener tuned to their favorite jock. Jackson, Mississippi is aligned with the R&B; Soul and Hip Hop influences that are cultivated in the South and appear on Billboard Magazine hit charts. Performing experiences and a burning desire to succeed culminated into "24/7" members bonding in the capital city, and each member brought a "musical lifestyle" to complement their newfound friendships. Carol Bell Cooper was a native of Tupelo, MS, the birthplace of Elvis, and she lived with the blues, soul and the emotion of country music. Her lush vocal character and emotional deliveries are in tandem with male crooner, Derrick Cooper. "D.C." hailed from the Mississippi Delta and to have soul was a required trait. An accomplished producer and songwriter, Derrick mesmerizes audiences when he and Carol perform songs that launch historic memories of great Motown duets. Kevin Culver and Louis Morris man keyboards for the group and bring an eclectic playing style that layers the band's grooves. Culver with a musical background on point with the movie, "Drum-line," also writes and produces tracks. Louis Morris has an infectious gospel feel that he has honed in the church and it creates a melodic counter point to the group's rhythms. Jackson native, Sky Chambers anchors the grooves with his pulsating, in

the pocket bass lines. Sky also writes material and has a wealth of studio production experience. Even though concerts, festival performances and high profile appearances keeps the "24/7" family busy, "twenty-four hours, seven days a week," the group still manages to crank out material for their forthcoming debut CD release. With tracks like, "Heaven," "New Love," and "Shake," every listener should be able to dance their daily problems away. Lovers will be mesmerized with Carol's sultry delivery of "Slipped Away" and truth stirring anthem "Back 2 U." Derrick lays down a macho appeal on "I Don't Like It" and captures the essence of true love with "Gonna B Alright," a monster track for the 24/7 crowd. One would have to consider the time constraints involved in such endeavors, but "24/7" is a musical experience that conquers the "test of time." It's their 24/7 music...their 24/7 life...and the 24/7 groove that captivates you not just for the moment....but for a lifetime. A "24/7" musical lifetime, forever and a day.

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